

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

April 2, 2003

OFFICE OF
SOLID WASTE AND EMERGENCY
RESPONSE

Dear Prospective Plug-In To eCycling Partner,

As you are well aware, ever increasing numbers of governments, manufacturers, retailers and public interest groups are looking for ways to divert discarded electronic products from disposal. While state lawmakers determine how best to address this growing waste stream, U.S. EPA wishes to encourage more voluntary partnerships to increase collection and recycling of old electronics. We also want to motivate citizens to make use of these opportunities.

With this goal in mind, we launched the Plug-In To eCycling campaign at the Consumer Electronics Show (CES) in January of 2003. At CES, we welcomed partnerships with manufacturers and retailers who are helping to build the electronics recycling infrastructure in this country and educating consumers about this issue. We are now excited to invite your organization to join EPA and our private sector partners in this effort. We look forward to robust partnerships with both our public and private sector partners with the aim of building and sharing models for sustainable electronics recycling.

We are offering a number of incentives to join this effort. These include EPA assistance in matching local collection events with national cosponsors, outreach tools, collection event tips, and recognition from EPA for partners' efforts. Please find attached a description of partnership levels for this campaign. This document lists a number of ways in which your organization can participate in the campaign at a leader level or supporter level, and the rewards your organization will realize for participating. If you are interested in being a contributor on this effort, but would like to propose a different set of activities, please feel free to call so we can discuss your proposal. Additionally, if you would like to contribute but cannot fulfill the objectives we have proposed, we will gladly work with you to ensure an appropriate level of recognition for your organization's efforts.

Enclosed is a registration form. If you are interested in joining, please email it to Plug_InRecycling@sra.com or fax it to 703-526-9826. Because hosting electronics collection events involves much advanced planning, EPA has developed a Toolkit for implementing collection events which can be found at <http://www.plugintorecycling.org>. We will soon be sharing with partners additional tools like television, print, and radio public service announcements, and a template for print advertisements. If you have any questions or would like find out more about how you can join this campaign and partner with EPA and others in electronics recycling, please call 703-284-9497. The sooner we hear from you the sooner we can spread the word!

Sincerely,

Julie Rosenbach

Julie Rosenbach

Enclosures: Partnership Levels
Collection and Recycling Requirements

Plug-In To eCycling Campaign

PARTNERSHIP LEVELS

State and Local Governments, NGOs, and Other Partners

LEADER LEVEL - entails partnering with EPA to promote the campaign as a leader in developing and advertising electronics collection events, drop-off sites and other opportunities for electronics recycling.

Acknowledgment and Assistance

EPA will provide the following recognition and support in appreciation for your contribution to this campaign:

- ✓ *EPA will work with governments and NGOs to match local collection events with national cosponsors wherever possible*
- ✓ *Letter of thanks from Administrator Whitman*
- ✓ *EPA will look for opportunities to publically recognize partners wherever possible*
- ✓ *Mention by EPA officials in news shows/ articles*
- ✓ *Participation in nationally-recognized campaign - use of logos, brochures, toolkit, print ads, etc. (which can be adapted to your organization and/or event)*
- ✓ *Listing as a Leader level project partner on website and brochure*
- ✓ *Recognition in final project report*

Participation

As a Leader, partners at this level are expected to:

complete BOTH of the following:

- Conduct direct constituent outreach through newsletters, brochures, flyers, bills, etc.
- Host 5 community collection events or 1 ongoing drop-off center and report on the results of recycling activities*

and choose ONE of the following:

- Place a PSA related to the campaign (EPA will provide a template)
- Develop and place print advertisements in local/regional newspapers (EPA will provide a template)
- Feature or finance the featuring of the campaign in a television show or other media-intensive campaign

* See attachment on collection event and recycling requirements

Plug-In To eCycling Campaign

PARTNERSHIP LEVELS

State and Local Governments, NGOs, and Other Partners

SUPPORTER LEVEL - entails partnering with EPA to promote the campaign through outreach support.

Acknowledgment and Assistance

EPA will provide the following recognition and support in appreciation for your contribution to this campaign:

- ✓ *Letter of thanks from Administrator Whitman*
- ✓ *Participation in nationally-recognized campaign - use of logos, brochures, toolkit, print ads, etc. (which can be adapted to your organization and/or event)*
- ✓ *Listing as a Supporter level project partner on website*
- ✓ *Recognition in final project report*

Participation

As a Supporter, partners at this level are expected to:

complete ALL of the following:

- Conduct direct constituent outreach (residents and small businesses) through email, distribution of brochures, flyers, etc.
- Develop and place print advertisements or announcements in local/regional newspapers
- Promote the campaign at public forums
- Feature the campaign on your organization's website with a link to EPA page and distribute campaign materials through your organization

Plug-In To eCycling Campaign

***COLLECTION EVENT AND RECYCLING REQUIREMENTS**

While EPA invites the participation of all interested in developing and promoting electronics recycling opportunities, collection events must adhere to the following requirements to participate under the “Plug-In To Recycling” banner:

1. Collection events should be convenient and open to all residents (option to include small businesses and institutions).
2. Collection events should include use of campaign materials for outreach and promotion.
3. In the case of export of any collected electronic products and components, the Plug-In partner should comply with any applicable requirements of the U.S., as well as applicable requirements of importing and transit countries. Where applicable, written documentation that addresses compliance with the import and export requirements of these countries should be available.
4. The Plug-In partner should comply with all federal and state requirements pertaining to the handling, transportation and processing of collected electronic products and components.
5. The Plug-In partner should provide EPA and other partners with timely reporting of data and quantities from all Campaign recycling activities.